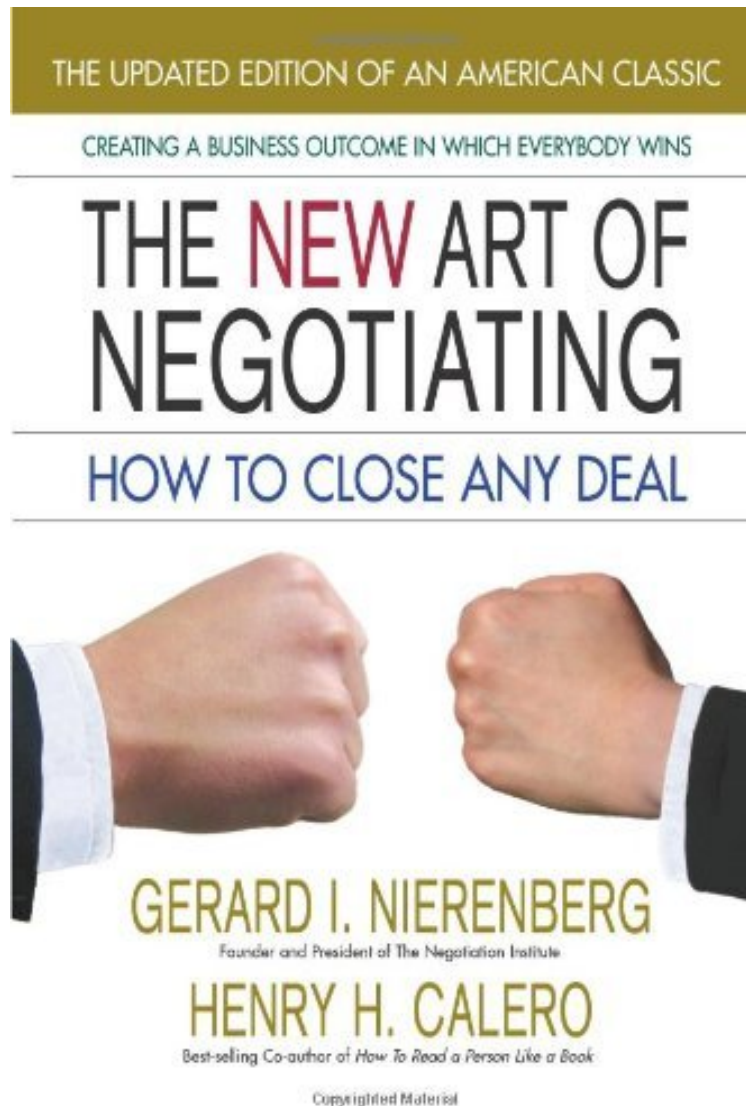


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The New Art of Negotiating, Updated Edition

Gerard I. Nierenberg

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Gerard I. Nierenberg : The New Art of Negotiating, Updated Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Art of Negotiating, Updated Edition:

0 of 1 people found the following review helpful. Enjoyed it very much By Angela Jordan Very informative. Enjoyed it very much. 0 of 1 people found the following review helpful. What sources were used here? By Self Thinker Information in this book sounds insightful, and may very well be useful, but I have to question the authors' credibility. Most sources cited are something like, "during seminars, we asked questions and found that...", or, "someone once told Hank that...". At least one incorrect "fact" in the book was used to demonstrate how looking at something and seeing something are different. In many seminars, they asked if anyone knew the order of the colors in

a rainbow and found that EVERYONE gave the wrong answer. That's likely because they got their information from somewhere other than looking at or seeing the rainbow; they had the wrong order, and even left a color out! When they make up something so easy to check out, it makes me wonder where they got the information for the rest of the book. 0 of 0 people found the following review helpful. a wonderful book for negotiating freshmanBy ekinI'm one of the translators for the chinese version of this book,it's called[...] I think the negotiating skills and strategies in this book are useful for people in any countries,i even got a chance to use some of them among the translate periods,and it works,highly recommend it for anyone want to handle more negotiating tricks.

You negotiate every day of your lifedash;whether asking your employer for a raise or persuading your child to do his homework. The New Art of Negotiating is an updated, expanded version of the million-copy bestseller that introduced us to the art of effective negotiation. You will learn how to analyze your opponent's motivation, negotiate toward mutually satisfying terms, learn from your opponent's body language, and much more. Throughout, the authors will guide you in successfully applying Nierenberg's famous "everybody wins" tactics to the bargaining process.

About the Author Gerard I. Nierenberg, a lawyer and founder of The Negotiation Institute, pioneered the idea of the "everybody wins" philosophy, which insures that all parties benefit from the negotiation. Henry H. Calero is a consultant and writer for professional, academic, and technical publications.Excerpt. copy; Reprinted by permission. All rights reserved.Introduction "Negotiating in the classic diplomatic sense assumes parties more anxious to agree than disagree." Dean Acheson Nearly every day of our livesand, no doubt, your life, toohas involved some sort of negotiation, major or minor. We have long seen ourselves as problem-solvers. And from the moment we realized that every negotiation involves problem-solving, we have seen ourselves as negotiators, too. We believe that every obstacle that hinders negotiation, every issue of contention, is merely a problem that needs to be solved. And the best way to solve such problems, or negotiating issues, is to get all involved parties working together toward an "everybody wins" solution. That cooperative spirit is one of the first fundamentals we highlight in The New Art of Negotiating. In Chapter 1, we introduce you to the way we understand and define "negotiation"what characterizes that term. And approaching a negotiation not as a game but as a cooperative process or enterprise is a key concept. Chapter 2 is also important for a solid background on negotiating; it discusses why humans, in general, have a tendency to negotiate, and therefore why the skills of negotiating are so important to our species. With that solid background accomplished, we enter into a more detailed study of how to conduct a negotiation. While you're polishing your understanding of what it means to negotiate, why not polish your personal presentation? Chapter 3 brings us into the specifics, scrutinizing what makes a successful negotiator just thatfrom important skills to winning personality characteristics. Now what about the actual negotiation? It should start with great preparation. So Chapter 4 walks you through a step-by-step preparation agenda. That's followed by Chapter 5's discussion of effective techniques to use once the negotiation is underway. Included in that chapter is significant advice on how to break an impasse and how to avoid damaging assumptions. If you are part of a negotiating team, then Chapter 6 is definitely for you. It analyzes the role of the chief negotiator or manager and then offers a section on team dynamics. Chapter 7 continues the focus on dealing with others, but delves into the psychology of how to read other people. This entertaining part of the book investigates such things as facial expressions, sounds and silence, gestures, and even gender tendencies. And finally, Chapter 8 gives you a few last words of advice, dispelling certain misconceptions that might prevent you from being the best negotiator you can be, and suggesting a battery of questions to ask as you perform a self-assessment of your work. The material in this book has been gathered from our shared professional experiences and from the many seminars on negotiating that we have conducted over several decades. Everything we recommend has been tested by real people, including ourselves, and has proven effective. Throughout the chapters, we use quite a collection of humorous anecdotes and helpful examples. After all, we want you to enjoy the journey to becoming a successful negotiator. Take what you can from the pages of this book, and use it well. We applaud you for taking the step to developing more persuasive, more powerful, more artful negotiation skills.